

## Education

Indiana Tech

A.S. Business Administration

Center for Sales Strategy

3R Selling

Prudential Financial:

Building Client Relationships

## Experience

### **IPCS Wireless:**

Business Sales, Retail Sales,  
Sales Management

### **Cintas Corporation:**

Service Sales Representative

## About Me

I'm outgoing and I love what I do! I get a thrill out of working with a business and helping them succeed. I love spending time with my wife and our beautiful daughter. I enjoy music and have played several instruments for many years.

## How to Get Your

### Money's Worth Out of Me...

- Let me get involved in your business.
- Answer my questions openly.
- Share your frustrations and problems.
- Call me early in the planning.
- Give feedback. Tell me what's working.

---

---

### What do you get in return?

- Any and every resource available, including exclusive research and ideas.
- Marketing ideas, not just radio spots.
- Detailed follow through and service.
- Confidentiality.
- My passion and commitment to your success.

---

---

## Jeff Kovach

### Client Needs Services:

Problem Solving Ideas

Marketing Research

Campaign Planning

Copywriting

Event Sponsorship

Cross Promotions & Contests

***Customer-Focused***

***Results Driven***

**Jeff Kovach**

**Account Manager**

**Federated Media**

**2915 Maples Road  
Fort Wayne IN 46816**

**260-602-1684 Mobile**

**260-447-7546 Fax**

**[jkovach@wmee.com](mailto:jkovach@wmee.com)**

**97.3 *W*me**  
**Today's Best Variety**

### My Process

1. I will sit down and listen to you. I will ask you relevant questions regarding your business and the challenges you are facing.
2. I will partner with you to design customized ideas that are made just for you and your business.
3. I will use all available mediums to achieve your desired and expected results.
4. I will routinely sit down with you to make sure that your message is relevant and still working to the best of its ability.

### My Personal Commitment

I will focus on your needs and listen to your company challenges. I will recommend an honest program with realistic expectations that will focus on producing a return on your advertising investment. Your success is important, and I will conduct myself as your business partner. I will follow through with the best possible service to make our ideas work.

### What I want from you:

1. Do as much talking as possible; I want to hear everything you have to say.
2. Answer all my questions openly and honestly.
3. Let me be a part of the solution for your marketing challenges.

---

---

### What to expect from me:

1. To always be looking out for your best interest.
2. Honest recommendations.
3. A plan that is relevant to the challenges that you are facing.

**97.3 Wmeee**  
Today's Best Variety

### Why WMEE?

- A station that is known, respected, trusted and has loyal listeners.
- Home of exclusive events, like Baby Fair and Family Expo, featuring products that are relevant to local families.
- Fort Wayne's at-work station
- Targeted audience of active lifestyle females.
- Community-minded with annual events like Bras Across the Bridge for Breast Cancer

